**THE SPEECH OF INTRODUCTION**



**General Information**

The speech of introduction has called “the most used and the most abused” of the occasional speeches. The purpose of this speech is to create a desire in the minds of the audience to listen to the speaker and his/her message. It should be tactful, sincere, brief, and enthusiastic. A speech of introduction should answer the questions: Why should I listen to the speaker? Why should I listen to his/her subject? Why should I listen to **him/her** speak on the subject?

The introducer has a threefold responsibility: (1) to show the relationship between the speaker and the audience; (2) to show the relationship between the audience and the subject; and (3) to show the relationship between the subject and the speaker. The attention of the audience must be aroused about the speaker as a person. Interest must be created in the subject by emphasizing its importance or its appropriateness. Respect must be generated for the speaker by showing why he is qualified to speak on the subject.

A mnemonic device that may serve the person who is called upon unexpectedly to make a speech of introduction is the *S-A-T-S formula*:

*S-peaker*

*A-udience*

*T-ime*

*S-ubject*

The introducer organizes his/her speech to answer the question: Why should we have **this speaker** for **this audience** at **this time** speaking on **this subject**?

The manner of delivery should be adjusted to the formality or informality of the occasion. The design of the speech will vary according to whether emphasis is given to the importance of the speaker or the importance of his/her subject. A suggested format to follow for most occasions is listed below. These steps may be abbreviated as is appropriate for the specific occasion.

1. Greet audience.
2. Give purpose of occasion, if necessary.



1. Give speaker’s full name, if not well known. (May want to build to climax and give name at the **end** of the introduction.)
2. Give speaker’s qualifications and achievements. (Choose those relevant to the particular occasion and subject.)
3. Announce the title or the topic of the speech.
4. Repeat the speaker’s full name clearly to the audience.

The introducer should try to humanize his/her remarks and to avoid triteness. He should refrain from such expressions as “I give you Mr. John Jones,” “. . . our own Mr. John Jones,” “It is my duty to present. . .” “This speaker needs no introduction,” etc. The introducer by his/her own attitude should show that she is eager to hear the speaker. His/her remarks should be complimentary but not too profuse.

**Specifics for this Assignment**

You may pick an individual, living, dead or fictional, to introduce. You will also need to pick a topic for your individual to speak on. Remember, although we will not actually be hearing the speech you are introducing; you still need to generate interest for the topic. You can also decide what type of audience that will be listening to your speech. Feel free to be as creative as you want!

***Outline for Speech of Introduction due on September 10***

***Rough draft of the Speech of Introduction due on September 15 (editing workshop)***

***Speech of Introduction due September 17***

**Grading**

The *written portion* of speeches will be graded using the Oregon Statewide Writing Standards. Students will be graded in the areas of Ideas and Content, Organization, Voice, Word Choice, Sentences Fluency and Conventions. Each area is graded on a scale of 1-6. Scoring at the level of a four across all traits meets the standard. However, it will not result in an A. A score of five across all traits will achieve an A. The scores for Ideas and Content and Organization will be doubled; the score for Conventions will be tripled. Each speech’s written portion will be worth 50 points.



The *spoken portion* of speeches will graded using the Oregon Statewide Speaking Standards. The areas graded are Ideas and Content, Organization, Language, and Delivery. Each area is graded on a scale of 1-6. A score of four across all traits meets the standard. A score of five across all traits will achieve an A. Ideas and Contents and Organization will be tripled, Language and Delivery will be doubled.



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| **Written** |  |  |  |
| Ideas and Content |  | x 2 |  |
| Organization |  | x 2 |  |
| Voice |  | x 1 |  |
| Word Choice |  | x 1 |  |
| Sentence Fluency |  | x 1 |  |
| Conventions |  | x 3 |  |
| **Spoken** |  |  |  |
| Ideas and Content |  | x 3 |  |
| Organization |  | x 3 |  |
| Language |  | x 2 |  |
| Delivery |  | x 2 |  |
| GRADE |  |  | /100 |

A = 90-100 D = 60-69

B = 80-89 F = 0-59

C = 70-79